

Automotive Daily News

PASSENGER

TRUCK

TIRES

TRACTOR

ACCESSORIES

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N. A. C. C. To Continue War On 3% Automobile Levy

Special from A. D. N. Washington Bureau

WASHINGTON, Feb. 22.—The finishing touches will be put on the new revenue law by Congress this week.

The report of the Senate and House conferees on the bill affording taxpayers a saving of \$251,000,000 this year and \$243,000,000 next year, but restoring the 3 per cent. tax on passenger car purchases, making an aggregate of \$69,000,000, will be ready for the President's signature at the end of this week.

The Senate, under an agreement with Senator Smoot, chairman of the Finance Committee, is scheduled to act on the conference report today, and the House will take it up tomorrow under a speed program agreed upon by the two branches of Congress.

The bill as finally amended and agreed to by the conferees reinstates the 3 per cent. tax on passenger cars which was voted by the House, overriding the action of the Senate in repealing this levy.

The 2 per cent. on trucks which the Senate Finance Committee recommended after the House had repealed this schedule, and which the Senate finally eliminated, was wiped out in conference.

The tax on tires, parts and accessories has been eliminated, as originally intended by the House Ways and Means Committee.

The tax on autos for hire has also been lifted.

The reinstatement of the 3 per cent. tax on passenger cars in the measure also means restoration of the so-called dealers protective "floor plan."

This will permit of a 2 per cent. refund to dealers on cars in stock for thirty days after the law becomes effective, reimbursing them the difference which they will have paid to the manufacturers.

The latter, in the same manner, will be reimbursed through paper credits with the Internal Revenue Bureau.

Pike Johnson, Washington representative of the National Automobile Chamber of Commerce, today characterized the action of the conferees "as another glaring illustration of discriminatory tactics" in the handling of the revenue legislation.

"Under the circumstances, the automotive manufacturers," said Mr. Johnson, "will be forced to keep up the fight until there is complete elimination of all taxes on motor vehicles. The iniquity of the whole bill as finally agreed upon in conference proves our original contention that to tax motor car owners is purely and clearly class legislation.

"We are confident that within the next two years before Congress starts to enact a new revenue bill there will be such determined opposition to Federal taxation of motorists that the 3 per cent. levy will be wiped out with the greatest possible speed and without any question as to its discrimination on a class of people who already are burdened with state and municipal taxes."

The amount of automotive taxes lifted sum up as follows:—

On trucks, \$2,000,000 annually.

On automobiles, \$45,400,000 annually (this leaves \$69,000,000 still in force).

On tires, parts, etc., \$25,000,000 annually.

On autos for hire, \$1,750,000 annually.

DETROIT EMPLOYMENT CONTINUES TO INCREASE

Special from A. D. N. Detroit Bureau

Detroit, Feb. 22.—Employment figures for the week, furnished by the Employers' Association, show that the factories reporting to that organization are employing 267,486. This is an increase of 1,380 over the figures of a week ago and an increase of 59,602 over those of the corresponding week of 1925.

FEDERAL AID FOR ROADS BACKED

Dewell Bill Providing \$75,000,000 Per Year Pending

Special from A. D. N. Washington Bureau

Washington, Feb. 22.—The Dewell bill, which would appropriate \$75,000,000 annually for the fiscal years 1927 and 1928 for Federal road aid, was endorsed before the House Roads Committee by H. H. Rice of Detroit, representative of the National Automobile Chamber of Commerce and assistant to the president of the General Motors Corporation.

Mr. Rice declared that the roads of the country are still far behind the development of actual traffic needs, and produced figures which showed that if the automobiles in this country were, at the same time, put into operation at a safe driving distance from each other they would take up the entire improved road system of the country.

He declared that the need for more extensive highways is standing in the way of rapid commercial and economic development, and that the public wants, and is prepared to pay for, new roads and the widening of old ones.

Rice paid tribute to the highway officials, who, though underpaid, he declared, have accomplished remarkable results. He added:—

"Without Federal appropriations it would be difficult to obtain a connected system of interstate highways. Without Federal appropriations the recent numbering of cross-continental highways would have been impossible. Federal appropriations are a step in the elimination of waste and in the direction of true economy.

"The United States government has a direct responsibility. The world looks to this nation today as the pioneer in highway development and in the use of the motor vehicle.

"In so far as the amount of Federal appropriations is concerned it is a bagatelle in comparison with the total annual expenditure for highway purposes. The annual authorization of \$75,000,000 granted by your committee constitutes but 3 per cent. of the total program.

DURANT DENIES HE'S TO RETIRE

Declares Wide spread Report Without Foundation

Flint, Mich., Feb. 22.—In a special communication to the Flint Daily Journal, from New York, William C. Durant, head of the Durant interests, denies his retirement from active participation in his enterprises.

Reports published in New York on Friday, and given country-wide circulation are branded as erroneous in every particular. The statement was issued by Charles Frederick Daily, vice-president of Durant Motors, who asserted "I have just spoken to Mr. Durant regarding his reported retirement from active control of his companies and he cannot conceive how such a report originated.

"He has not the slightest intention of retiring and is glad to authorize the Flint Journal to print a denial of the story."

The story of Mr. Durant's purported retirement as published in New York was not long in reaching his home town of Flint, where most of his manufacturing activity has been centered during his spectacular career in the manufacturing world.

Son Drops Appeal Of J. D. Dort Will

Flint, Mich., Feb. 22.—Ralph Bates Dort, through his lawyers, Prentice, Pugh & Fitch of Detroit, has filed a notice in Circuit Court withdrawing the appeal of the will of his father, the late J. Dallas Dort, retired millionaire automobile manufacturer, who dropped dead last May while playing golf.

In his will the late manufacturer left his estate to his widow, Marcia Webb Dort, and to his four other children, Mrs. Gorton Fauntleroy of Chicago, and Dallas, Margery and David Dort of Flint.

While the elder son was eliminated from the will, Mr. Dort several years ago settled a trust fund on him. The fund was left in the custody of the Detroit Trust Company.

The Detroit Trust Company is administrator of the estate, which was inventoried at approximately \$2,000,000.

BIG CUT EXPECTED IN CANADIAN FORD PRICES

Toronto, Feb. 22 (U. T. P. S.).—It is understood that the drop in Ford motor car prices in the United States will be followed by what in some cases will be an even greater cut in the Canadian Ford prices. The new schedule, although not finally worked out, involves approximate reductions of \$140 and \$60, respectively, it is reported, on the Fordor and Tudor sedans, thus bringing the prices of these models down to \$890 and \$815. The prices of the coupe and trucks will remain the same, while the touring, runabout and light delivery models will be raised in price about \$15 each, it is thought.

January Auto Tax Yields High Returns

Special, A. D. N. Washington Bureau
Washington, Feb. 22.—The tax collected on the sale of automobiles and motorcycles in January amounted to \$9,402,816, as compared with \$8,598,539 in the same month of 1925. It was revealed today in a statement made public by the Internal Revenue Bureau.

The levy collected on trucks and "automobile wagons" was \$542,672, as against \$591,796 in January a year ago. The tax on parts and accessories amounted to \$1,525,577, as against \$1,656,977 in the same month of 1925.

G. M. OFFICIAL WINS HARVARD AWARD

Market Analysis Covers Purchasing Power By Counties

Detroit, Feb. 22.—The 1925 Harvard award for scientific research in advertising was won by Henry G. Weaver of General Motors Corporation here, for an analysis of the automobile market.

The studies, taken as a whole, have involved an extensive analysis of the past history, the present conditions and the future possibilities of the automobile industry not only from an advertising and selling standpoint but from a broad economic standpoint as well.

The Harvard jury of award placed special stress on that portion of the report dealing with the development of the basic purchasing power index for each county in the United States which was considered as being the most conspicuous research accomplishment coming under its attention, the purpose of which was to bring about economy and secure efficiency in advertising by producing information of general value in furthering the knowledge and science of marketing.

In line with the policy of General Motors it is understood that the basic methods which it has developed for estimating county purchasing power will be made available to universities and other scientific institutions interested in such problems.

Studebaker Output Greatly Increased

South Bend, Ind., Feb. 22 (U. T. P. S.).—Studebaker is launched on what promises to be a very prosperous year, according to figures given out by President A. R. Erskine. His statement follows:—

"Production for January and February of 1926 will exceed the corresponding months of 1925 by 40 per cent. We now have 1,000 more men on our payroll than at this time last year. This follows the splendid record made in 1925, when Studebaker sales gained 23 per cent., compared with a gain of 18 per cent. for the automobile industry as a whole.

"The Studebaker Sales Company of Chicago has placed with us the largest order we have ever received from a dealer. It calls for delivery during January and February of 1,270 cars, valued at \$1,806,000."

ACTUAL PRICES REVEALED UNDER HUDSON ZONING

Figures Show Wide Variation in Different Sections

NEW YORK, Feb. 22.—Just how the new zoning system established by the Hudson Motor Car Company will affect prices in various sections of the country is shown in the tabulation, below, compiled from telegraphic reports from representatives of the Automotive Daily News.

Under the new system, actual delivery-to-customer price is quoted. The wide divergence in prices may be gleaned from a study of the figures. In the New York zone, for instance, the Essex coach is priced at \$907 and the Hudson coach at \$1,348; in Buffalo, the Essex delivers at \$880, and the Hudson at \$1,315; in Atlanta, the Essex brings \$930, the Hudson \$1,380; in New Orleans, while the Essex is still priced at \$930, the Hudson goes down \$5, to \$1,375.

New York Zone—Essex coach, \$907; Hudson coach, \$1,348.
Buffalo—Essex coach, \$880; Hudson coach, \$1,315; Hudson brougham, \$1,589; Hudson sedan, \$1,759.
Detroit—Essex coach, \$855; Hudson coach, \$1,280; Hudson brougham, \$1,549; Hudson sedan, \$1,720.
Philadelphia—Essex coach, \$900; Hudson brougham, \$1,595; Hudson coach, \$1,330; Hudson sedan, \$1,775.
Baltimore—Hudson phaeton, \$1,366; Hudson coach, \$1,330; Hudson sedan, \$1,775; Hudson brougham, \$1,595; Essex coach and phaeton, \$900.
Atlanta—Hudson coach, \$1,380; Hudson brougham, \$1,645; Hudson sedan, \$1,835; Essex coach, \$920.
Miami—Hudson coach, \$1,415; Hudson brougham, \$1,675; Hudson sedan, \$1,870; Essex coach, \$960.
New Orleans—Hudson coach, \$1,375; Hudson brougham, \$1,635; Hudson sedan, \$1,825; Essex coach, \$920.
Chicago—Essex coach, \$890; Hudson coach, \$1,320; Hudson brougham, \$1,549; Hudson sedan, \$1,765.
Des Moines—Essex coach, \$905; Hudson coach, \$1,345; Hudson brougham, \$1,610; Hudson sedan, \$1,795.
Indianapolis—Hudson coach, \$1,320; Hudson brougham, \$1,580; Hudson sedan, \$1,765; Essex coach, \$890.
St. Paul—Hudson coach, \$1,355; Hudson brougham, \$1,615; Hudson sedan, \$1,805; Essex coach, \$915.
Kansas City—Essex coach, \$920; Hudson coach, \$1,265; Hudson brougham, \$1,635; Hudson sedan, \$1,815.
Waco, Tex.—Hudson brougham, \$1,664; Hudson coach, \$1,325; Hudson sedan, \$1,850; Essex coach, \$945.
Bismarck, N. Dak.—Essex coach, \$949; Hudson coach, \$1,385; Hudson brougham, \$1,655; Hudson sedan, \$1,840.
Lincoln, Neb.—Hudson coach, \$1,375; Hudson brougham, \$1,635; Hudson sedan, \$1,825; Essex coach, \$930.
St. Louis—Essex coach, \$895; Hudson coach, \$1,320; Hudson brougham, \$1,595; Hudson sedan, \$1,775.
Seattle—Hudson coach, \$1,450; Essex coach, \$930.
Salt Lake City—Essex coach, \$980; Hudson coach, \$1,450; Hudson brougham, \$1,715; Hudson sedan, \$1,905; Hudson phaeton, \$1,485; Essex phaeton, \$950.
Oklahoma City—Essex coach, \$935; Hudson coach, \$1,385; Hudson brougham, \$1,650; Hudson sedan, \$1,840.
Boston—Essex coach and phaeton, \$900; Hudson coach, \$1,335; Hudson brougham, \$1,600; Hudson sedan, \$1,780; Hudson phaeton, \$1,370.
San Francisco—Essex coach, \$989; Hudson coach, \$1,450; Hudson sedan, \$1,905; Hudson brougham, \$1,715.

WILLS ST. CLAIRE OUTPUT FOR JANUARY HIGHEST

Detroit, Feb. 22.—Wills Sainte Claire production," reports C. Harold Wills, "has set a new production record. Our January output was the biggest in the history of the company. We increased more than 400 per cent. over January of last year."

Big Increase in Demand For Tractors Indicated

CHICAGO, Feb. 22.—International Harvester Company dealers in the wheat, corn and dairy belts report the outlook for sale of tractors and other power farming machinery is good, subject to crop conditions and prices, according to Dow, Jones & Co.

Their reports, which indicate the demand for farm machinery this year will be based on improved purchasing power of the farmer, with his desire to replace worn-out equipment and reduce farm labor costs, may be summarized as follows:—

Newton, Ia.—We think the farmers' buying of machinery will be greatly increased in 1926. Equipment is needed and there will be more money with which to buy.

Tractors have passed the experimental stage on the farm, and are rapidly changing the character of the implement business as well as adding to its importance. Purchases in the implement line to go with tractors include draw-bar tools and machinery to be operated by the power take-off and by belts.

New Britain, Conn.—We look for a larger volume of implement business than ever before for 1926 and on a better basis.

Prophetstown, Ill.—The larger farmers at least are lining up their machinery to be handled with tractors as much as possible. Our farmers here are in better shape financially than since 1920.

Herndon, Kan.—Soil condition with those who had tractors and worked their fields early is much more favorable, as they conserved more of the moisture. Many more will buy tractors if we have spring moisture enough to produce a crop, as it is clear that the tractor pays if one has a reasonable amount of work for it.

Greencastle, Pa.—The tractor is being used by more farmers each year in our territory, also more tractor equipment.

Westbrook, Minn.—Many farmers are planning on doing every bit of work possible with tractors. The tractor binder is especially interesting.

Wapwallopen, Pa.—On account of labor

conditions many farmers are using tractors very profitably in places where formerly they thought it was impossible to do the work with anything but horses.

Cashcocton, O.—Because of the labor situation the farmer will be in the market for machinery for 1926 that he has not been buying in the past.

Muscotine, Ia.—Conditions are gradually improving in our trade territory. Farm equipment in this community is at a very low level of efficiency. The better class of farmers show an increasing inclination to bring all their equipment in line for tractor operation.

Rosholt, S. D.—Largely due to changes in construction, use of power machinery in this community has reached proportions which a few years ago we would not have believed possible.

West Liberty, Ia.—Our opinion is that the farmers' buying capacity will be increased from 25 to 35 per cent. over 1925. The renters and also the owners of small farms want good equipment.

Amboy, Minn.—We look for good business in 1926, especially on tractors and tractor-drawn machinery.

Selma, Ala.—The first half of 1926 should see the greatest buying activities of the farmers in this territory that we have had in a number of years.

Larned, Kan.—With favorable crop conditions, we look for at least a 25 per cent. increase in our volume over 1925 sales.

Metrose, N. Y.—Power farming has come to stay and the farmer will look for machines of a heavier type suitable for the tractors.

Breckenridge, Minn.—Tractor business was better last year than ever before. Prospects for farm machinery are bright.

Dodge City, Kan.—A million acres have probably been added to wheat acreage this fall, owing to the tractor, and 10,000,000 acres more are available. Given stable world conditions, which will make a fair price for wheat and other farm commodities, the expansion out here will be tremendous in the next few years, and the market for farm machinery the best anywhere. This country is the region par excellence for large scale wheat production, which the tractor and combine, cutting production costs in two, make possible.

J. E. DUFFIELD APPOINTED

Chicago, Feb. 22.—J. E. Duffield, for many years identified with the automobile trade, has been appointed assistant to Commissioner William M. Webster of the Automotive Equipment Association. Mr. Duffield, who succeeds B. W. Rurark, will assume his duties on March 1.

SEES NO DANGER OF OVER-OUTPUT

Olds Executive Sees Foreign Market Absorbing Surplus

KANSAS CITY, Feb. 22.—That there is no danger of over-production of motor cars in 1926 was the declaration here of D. S. Eddins, vice-president and general sales manager of the Olds Motor Company, Lansing, Mich., who was here last week attending the Kansas City Automobile show.

Mr. Eddins says the foreign demand for American-made cars will absorb any surplus that may develop during the year. I. J. Reuter, president of the Olds Company, who also is here for the show, predicts a record year for the motor industry.

George M. Graham, president of the Chandler Motor Company, and Ralph K. Mulford, experimental engineer for the company, are also attending the show.

Several hundred out-of-town dealers and executives attending the show were guests at a dinner at the Hotel Muehlebach Thursday night. The heaviest snow on this date in more than thirty-five years cut the show attendance, but many thousands braved the storm to inspect the 300 new model cars on display.

Capt. Eddie Richenbacher, vice-president and director of the Rickenbacker Motor Company, and A. R. Kroh of the National Automobile Dealers' Association spoke at the dinner for visiting dealers and executives.

Changes Made in White Bus Chassis

Cleveland, Feb. 22.—Improvements and refinements intended to meet the changing conditions of passenger transportation have been made in the White Company's special bus chassis, it was announced here today.

At the same time the company reported its bus business growing steadily, 1,400 buses being sold last year.

Westinghouse air brakes are now standard equipment, providing metal to metal friction surfaces. Refinements have been made to the motor, improving flexibility and smoothness of operation. The manifold has been fitted with a hot air stove. The oil system has been revised, increasing the oil capacity, and fitted with an effective oil strainer.

Other refinements include an improved rear axle with double bearings of taper roller type at wheel ends of spindles; a stronger frame, ten inches, with gusseted cross members; an improved radiator with cast aluminum shell and removable core; a faster third speed with other transmission improvements; a heavier housing and tube in the steering gear making for easier steering and larger tires, 34x7 pneumatics, with duals in the rear.

The White bus chassis is built with either 198 or 230 inch wheelbase to accommodate bodies seating from twenty-five to twenty-nine passengers.

LIEUT. BETTIS TO SPEAK BEFORE DETROIT S. A. E.

Detroit, Feb. 22.—Lieut. Cyrus (Cy) Bettis, famous pilot of Selfridge Field, will talk on "Air-craft Engine Operation and Maintenance" at the Thursday evening meeting of the Detroit Section, S. A. E. The meeting will be held in the General Motors Building and will be preceded by the usual dinner.

HAWAIIAN YOUTH WINS FIRESTONE SCHOLARSHIP

Washington, Feb. 22.—John Texeira, 16-year-old Hawaiian student in "the most Western high school in the United States," is announced here today as winner of the H. S. Firestone four years' university scholarship, one of the largest educational awards offered in this country.

His prize, given for the best 700-word essay on the subject, "Economics Resulting From Highway Improvement," was won from more than 200,000 competitors, and is valued in excess of \$4,000.

Rawls Suit Against Ford Transferred

Raleigh, N. C., Feb. 22.—Suit for \$36,248 by the Rawls Motor Company of Raleigh against the Ford Motor Company of Detroit, Mich., recently docketed in Wake Superior Court, has been transferred to the United States District Court by order of Vittrivious Royster, clerk of the Wake Superior Court.

Another suit for \$250,000 brought by the Rawls company against the managing officials of Henry Ford's Charlotte branch was not affected by the transfer and remains on the Wake court docket.

The suit against the Ford Motor Company is for damages which the Rawls company alleges it sustained when the Ford dealership at Raleigh was taken away from it.

Y. M. C. A. Plans Sales Lectures

New York, Feb. 22.—Alfred Reeves, general manager of the National Automobile Chamber of Commerce, will speak at the first of a series of addresses and open forum discussions on the subject of automobile salesmanship, which will be opened at the West Side Y. M. C. A. here on the evening of March 2. Mr. Reeves has chosen "Has the Automobile Reached Its Zenith?" as his subject for the evening.

The addresses and discussions, which will be held every Tuesday evening, will be, in effect, a practical evening course in automobile merchandising for those interested in the selling end of the industry.

The course will be given under the auspices of the Automobile School of the Y. M. C. A., of which H. Clifford Brokaw is technical adviser. Harry Bragg, general manager of the Automobile Merchants Association of New York, Inc., is chairman of the meetings.

Other leading automobile men who will speak during the series are: A. L. Newton, sales manager Buick Motor Company; Joseph P. MacGrail, sales lecturer; Thomas L. Lloyd, sales manager Warren Nash Motor Corporation; Melville A. Pollock, sales manager Marmon Automobile Company; Melville Hunt, sales manager Hulet Motor Car Company; R. Edwin Smith, sales manager Cutting-Larson Company; Herbert L. Boehm, sales manager Hudson Motor Car Company; C. B. Amoross, president Wille-Sainte Claire Company; Charles W. Bergman, general used car manager Packard Motor Car Company; Edward P. Mauder, sales manager Uppercu Cadillac Corporation; J. E. Mitchell, sales promotion manager Willys-Overland, Inc.

DESEVOIR APPOINTED FIELD ENGINEER OF FLINT

Flint, Mich., Feb. 22.—R. H. Mulch, vice-president and general manager of the Flint Motor Company, announces the appointment of Julius Desevoir as field engineer of the Flint organization.

Desevoir was previously associated with Mulch in the Star organization for three years on the Pacific Coast. Lately he has been identified with the General Motors central office engineering department.

SO. CALIFORNIA'S AUTO SHOW STARTS

Eastern Executives in Attendance; Also Winter Visitors

By JOHN C. WETMORE
LOS ANGELES, Feb. 22.—Winter visitors are much in evidence along with the usual crowds of local patrons at southern California's thirteenth annual auto show, which opened here last Saturday.

The show, which will continue through the week until Sunday, is being run as formerly, under the auspices of the Los Angeles Motor Car Dealers' Association, with Burt Roberts, its long-time executive and secretary, as manager. Exhibits are housed under canvas at Washington Park.

This year forty exhibitors of passenger cars are displaying forty-nine makes of cars. There are eight makes of motor trucks on view. More than fifty manufacturers and jobbers of accessories are showing their wares. Four tents with 136,000 square feet of floor space house all of the exhibits, three of the tents being given over entirely to passenger cars.

Angelenos have expectations that their city may become an airplane manufacturing center in the not far distant future. Accordingly the dealers' association has already provided for including the personnel of this new branch of the motive transportation industry in its membership.

Recognition of this phase will be manifested in the first plane that will be used by Western Air Express in the mail service between Los Angeles and Salt Lake City that will begin in April. By a new all-the-way-by-air route, mail posted early in the morning will reach New York the following afternoon.

The Western Air Express is a commercial aviation company, backed and run mainly by men prominent in the automobile industry. Harris M. Hanshue, its president, is a former Apperson distributor, and Byron L. Graus, treasurer, is manager of the Ford Los Angeles branch.

There were early indications at the motor show that the attendance will exceed any of the past similar events and will include a large number of Eastern executives. Most of these were formerly unable to attend the Pacific Coast show at San Francisco because of its conflicting with that at Chicago.

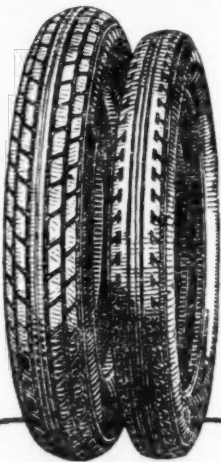
This year there was a good excuse to combine a little vacation, golf and sunshine with business, and a once-over of the 1926 prospects in southern California's motor car market, following the closing of the Chicago exposition.

Among the prominent manufacturing men in the industry who are attending the exposition are included the following:—

Charles W. Nash, president of the Nash Motors Company; Lawrence P. Fisher, president of the Cadillac Motor Car Company; E. L. Cord, newly elected president of the Auburn Motor Car Company; M. E. Forbes, president of the Pierce-Arrow Motor Company; A. R. Clancy, president of Oakland Motor Car Company; E. T. Strong, general sales manager of the Buick Motor Company; R. H. Grant, general sales manager, and R. K. White, sales promotion manager of the Chevrolet Motor Company; Gilbert Lee, treasurer of the Paige-Detroit Motor Company; A. Harit, secretary of the Hudson Motor Company; H. T. DeHart, advertising manager, and George L. Brown, auditor of the Reo Motor Car Company; H. H. Brooks, general sales director of the Marmon Motor Car Company; J. F. Avery, district sales manager of the Packard Motor Car Company; Norman DeVaux, president of the Durant Motor Company of California; Ralph Nettleton, Western sales manager of the Chandler Motor Car Company, and C. M. Steves, of the Flint Motor Car Company.

FORD BUYS VILLAGE SMITHY
Uxbridge, Mass., Feb. 22.—Henry Ford has added the Caleb Taft blacksmith shop, which was immortalized in Longfellow's "Village Blacksmith," to his collection of historic buildings. It was announced here this week.

DUNLOP TIRES



Founders of the Pneumatic Tire Industry

TO DEALERS
Your protected Dunlop territory may still be open. Write today.
DUNLOP TIRE & RUBBER CO.
Buffalo, N. Y.

NEW CAR SALES AHEAD OF 1925

Encouraging Reports From Charlotte and Evansville

CHARLOTTE, N. C., Feb. 22.—Sales of new cars in this territory are probably slightly ahead of the volume for the first seven weeks of last year, according to reports from leading dealers and distributors here.

The Charlotte Automotive Merchants' Association's automobile display week, which closed a few days ago, resulted in the immediate sale of 120 cars by the seventeen dealers joining in that trade event. The expenses of the week incurred by the dealers approximated \$10,000. The firms incurring perhaps the largest totals of expense were the Ford Motor Company's branch, which entertained approximately 9,000 persons at its Lincoln salon, and C. C. Coddington, Inc., Buick distributor.

The association's members, in statements made while in formal session, indicated that the policy of holding the individual firm's part of the annual show in his own establishment will be adopted permanently, in preference to holding an annual show at a central location. The attendance at former shows, held at a central location, averaged approximately 10,000 persons.

Trade conditions in this territory were described by distributors as follows:—

C. C. Coddington, Inc., Buick distributor: Demand is steadily increasing, and sales so far this year have been better than they were for the corresponding period of last year. Prospects are that a very large volume of business will develop within a short time.

Burwell-Harris Company, distributor of Nash and Ajax lines: Sales of both Nash and Ajax lines are satisfactory for this season and the public is showing a definite increase in interest. The used car continues to figure in an important way in a majority of the sales, but this condition should partially solve itself when the spring rush comes.

Etheredge Motor Sales Company, Ford dealer: Trade conditions, as they concern the Ford line, are fairly satisfactory and showing some improvement. The recently announced revision of prices on Ford cars already has proved of great influence in stimulating sales.

EVANSVILLE

Evansville, Ind., Feb. 22.—While distributors offered gratifying reports on the deliveries of new cars during the week, local dealers reported a rather "spotty" period. With the annual auto show but a week off, dealers believe prospective buyers are postponing their purchases until the show week period.

The Bennighof-Nolan Company, Willys-Knight and Overland distributor, and the Wabash Valley Motor Company, Hudson and Essex distributor, reported total deliveries of 153 cars to dealers.

Saturday, February 13, was banner day at the Wabash Valley house, when forty-one cars were driven away by dealers, according to C. S. McKamy, secretary-treasurer. This is said to have been the biggest day in the company's history.

"The season is very promising for Willys-Knight and Overland sales," said Henry Bennighof, wholesale department manager, Bennighof-Nolan Company.

The retail department of the Bennighof-Nolan Company, E. E. Nolan, manager, reported more orders on hand at this time, for March deliveries, than at any previous period. The Lincoln Motor Company, Buick dealer, reported a good week. Three other leading dealers attributed the lower sales volume to the proximity of auto show week.

The announcement of initial showing of several new models has developed great interest in the city's biggest motor event.

VISITS TEXAS DEALERS

San Antonio, Texas, Feb. 22 (U. T. P. S.).—C. A. Biggs, field supervisor for the Willys-Overland Corporation, spent several days in Texas recently. He visited the Willys-Overland dealers and distributors at San Antonio, Houston, Austin, Dallas, Fort Worth and Wichita Falls.

SPRINGFIELD DEALERS TRY NEW USED CAR PLAN

Springfield, Ill., Feb. 22.—The Springfield (Ill.) Automobile Dealers' Association has inaugurated a new plan of determining what prices can be paid for used cars. Every Monday, at the weekly meeting, each firm sends in a list of the used cars bought and sold that week, with the prices allowed and the selling prices. Other information is given on the sheet, which is of great value to each and every dealer. In this manner it is very easy to arrive at a fair price for allowances, and it keeps the dealer from overstepping himself on too high bids. The plan originated with C. R. Constant, of Constant & Groves, and it is meeting with a great deal of success.

Ford Price Drop Stimulates Sales

Rockford, Ill., Feb. 22.—The unexpected drop in Ford prices brought a flood of orders to Ford dealers here last week. A large percentage of sales made involved no "trade-ins."

Local distributors were not badly overstocked, and they will "get out from under" in good shape and quickly.

"We have never been so busy in the past eleven years," said Barney Williamson of the Williamson Motor Company. "One salesman alone brought in six orders the first day the new prices were announced."

The Hall Motor Company said that sales the last three days of the week would equal the preceding three weeks. "We are going after the prospects on our books who now own larger machines, and have been considering another smaller car for local use."

Outlying dealers in the smaller towns report immediate stimulating of sales in their communities, with record breaking sales volumes being made.

IN CALIFORNIA

Los Angeles, Cal., Feb. 22.—Giles Cain, factory representative for Glassmobile, is now in this city for a two or three weeks' visit. While here he will confer with F. E. La Fehr, local distributor of Glassmobile.

New Dealers

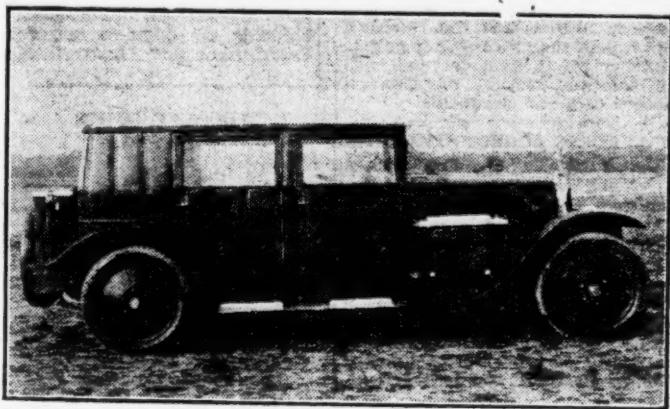
Detroit, Feb. 22.—The Page-Detroit Motor Car Company has appointed new dealers, as follows:—

Paige-Jewett Motor Sales, Sioux Falls, S. D.; Franklin Motors of New Britain, New Britain, Conn.; South Manchester Garage, Manchester, Conn.; Caldwell Auto Sales Company, Bellingham, Wash.; J. H. Amos, Crawford, Tenn.; Thomas Rector Motor Company, Fries, Va.; Kenneth Y. Slater, Crosey, Ill.; Colonial Garage, Inc., Williamstown, Mass.; Gaines & Griffith, Fair Haven, Vt.; E. F. Sergeant, Middlebury, Vt.; L. S. Ferguson, Dodge City, Fla.; Service Motor Company, Avon Park, Fla.; Southerland Motor Company, Wauchula, Fla.; Lashley Fable, Cayuga, Ind.; Rietter Sales Company, Washington, Ind.; Harry Horstman, Paulina, Ia.; Skowhegan Motor Sales Company, Inc., Skowhegan, Me.; North Adams Paige-Jewett Company, North Adams, Mass.; C. R. Scheibe, Beulah, Mich.; Martin Auto Company, Burgettstown, Pa.; C. C. Belt, Aledo, Ill.; Powell's Garage, Ocean City, N. J.; A. C. Hassinger, Summit, N. J.; Willson & Hatzinger, Camden, N. Y.; C. B. Van Slyke, Jr., Clinton, N. Y.; John E. Chavonstie, Herkimer, N. Y.; Harry W. Robbins, Richfield Springs, N. Y.; B. & B. Jewett Sales, Rome, N. Y.; A. J. Bellinger, St. Johnsville, N. Y.; Carpenter's Garage, Turin, N. Y.; Arthur Kaprellan, White Plains, N. Y.; C. H. Caffin, Fredericksburg, Va.; Harper Motor Car Company, Yuma, Ariz.; A. Wallender, Kamloops, B. C.; C. W. Noyes, Willimantic, Conn.; Ivan A. Williams, Lake Worth, Fla.; Younan's Garage, Ft. Pierce, Fla.; L. T. Allen Motor Sales Company, 323 Virginia Ave., Indianapolis, Ind.; George H. Schaefer & Co., Fort Madison, Ia.; Ray A. Kerns, Osceola, Ia.; Gladstone Garage, Gladstone & Linwood, Detroit, Mich.

Jarvis Paige and Jewett sales, \$450 Fort St. W., Detroit; Seaside Garage, Zimmerman, Minn.; Arney Motor Company, Alliance, O.; Traut & Martin, Orrville, O.; Charles Smith, Forest, Ont.; Stanley Hutten, Medina, Ont.; P. F. Stephens Motor Company, Bethlehem, Pa.; A. G. Lindow, Medford, Wis.; Plohar Motor Company, Valley City, N. D.; F. E. Fitzsimmons, Walhalla, N. D.; Harry W. Eby, Mahto, S. D.; H. L. Burch, Pollock, S. D.; T. D. Campbell, Trail City, S. P.; Lloyd Cain & Co., Littleton, W. Va.; Altin Service Station, Alkin, Md.; Nevin & Carlson, King City, Cal.; Tamarack Garage, Tamarack, Minn.; Behrens-Shaw Motor Company, Kansas City, Mo.; Otto Meyers & Frank Swope, Merchantsville, N. J.

John J. Lembke, Kitchener, Ont.; W. H. Boemer, St. Catharines, Ont.; E. L. Farrell Company, Athens, Tenn.; American Falls Motor Company, American Falls, Idaho; Tinton Motor Company, Soda Springs, Idaho; Nutter & Pross, Andres, Ind.; Deetz & Imus, Helmer, Ind.; J. A. Frushour, Lagro, Ind.; Johnson Hardware Company, Boone, Ia.; James Bowen, Knoxville, Ia.; Jacobson Bros., Madrid, Ia.; James P. Myers, Clare, Mich.; Raymond Pence, 1649 S. Grand Ave., St. Louis; Bash & Harvey, Bucyrus, O.; Cherokee Mercantile Company, Cherokee, Okla.; W. J. Luth Motor Company, Harrisonburg, Va.; Watson Garage, Blackfoot, Idaho; Kewanee Motor Sales Company, Kewanee, Ill.; P. E. Insley, Hollywood, Md.; Paul Anderson, Grafton, N. D.; Burda & David, Kildner, N. D.; S. J. Walker, Langdon, N. D.

LEATHER-COVERED. This French car is covered both within and outside with genuine leather, which the manufacturers claim makes the car easy to keep clean and new.



Used Car Sales Good in Kan. City

Kansas City, Feb. 22.—The fact that there was a motor show going on did not affect the sale of used cars to any great degree. Dealers are reporting sales as moving along far in excess of last year. H. R. Bishop, sales manager of the Greenleaf Motor Company, Cadillac dealer, says used car sales are 40 to 50 per cent. better, with the used car inventory, 20 per cent. lower than a year ago.

M. C. Riordan, retail sales manager of the Missouri Valley Auto Company, Chrysler distributor, and Chester Dahl of the Dahl-Chevrolet Company, both report used car sales as "extra good for this season of the year." Much better, they say, than a year ago and showing a gain over January sales.

WIN PRIZES

Minneapolis, Feb. 22.—A. C. Holm and Crawford S. Bryant were awarded first and second prizes respectively by H. L. Schaefer, retail sales manager of the Twin City Motor Car Company, Hudson-Essex distributor and dealer, for making the best sales records during the Twin City auto show.

BRISLEY ELECTED HEAD OF COLUMBUS A. D. A.

Columbus, O., Feb. 22.—E. C. Brisley, president of the Packard Columbus Motor Company, was elected to the presidency of the Columbus Auto Dealers' Association at the annual meeting last week. Other officers are Wilbur Winders of the Winders Motor Sales Company, vice-president; Frank M. Babbitt of the Jordan Columbus Company, secretary, and A. B. Coates of the Coates Motor Company, treasurer.

SALES CONGRESS HELD IN MEMPHIS, TENN.

Memphis, Tenn., Feb. 22.—A sales congress of the National Automobile Dealers' Association was held at the Hotel Claridge here last week, and members of the Memphis Automobile Dealers Association attended and co-operated. R. R. Price, president of the local association, presided at the meeting. H. D. Bullock and A. R. Krooh of the NADA were present and gave merchandising talks.

Many Engines Put To Test for the New Pontiac Six

Pontiac, Mich., Feb. 22.—Before the new Pontiac Six was placed into production by the Oakland Motor Car Company, six different engines were built and tested out for thousands of miles over a period of three years in order to determine the final design of the engine to go into the car, officials of the company state.

These six engines were not all built at once, several of them being improvements on the earlier ones. Some of the motors were radically different in design—a high speed type, for instance, being among those considered.

The fifth engine built was unanimously decided upon by both Oakland and General Motors engineers as being fundamentally the type of engine that should go into the new car to meet present day requirements. This fifth engine was built more than a year and a half ago and thoroughly tested. As a result of these tests, the sixth and final engine was built, which was essentially the same as the fifth, with refinements and improvements that had been dictated by the gruelling tests to which the previous designs had been put.

The various engines built had different displacements, different bore stroke ratios, different oiling systems, different designs of cylinders, cylinder heads, manifolds, and various designs of crankshafts.

ADD MORE DEALERS

Portland, Ore., Feb. 22 (U. T. P. S.).—The addition of three Oldsmobile dealers in its territory, making a chain of twenty-eight throughout the state and in the Washington territory which they serve, was announced by Edward E. Cohen, president of the Oldsmobile Company of Oregon.

for Economical Transportation



"—Most Remarkable Value Ever Offered!"

January 25, 1926.

TROY, N. Y.

"The Improved Chevrolet is the most remarkable dollar for dollar automobile value ever offered to a buyer."

W. H. BUMSTEAD, INC.

This is No. 13 of a series of telegraphic reports on the reception of the Improved Chevrolet by dealers and public.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

Hogard Resigns as Burd Ring Officer

Rockford, Ill., Feb. 22.—Resignation of Marvin C. Hogard as assistant to O. P. Hand, president of the Burd High Compression Ring Company, was announced.

Mr. Hogard came to Rockford eight years ago to serve in an executive capacity at the Burd Ring Company.

TO HANDLE BOSCH

Dallas, Tex., Feb. 22 (U. T. P. S.).—The J. J. Gibson Company, distributor of automotive supplies and accessories, has been named state distributor for the Robert Bosch lines of magnetos, generators, hydrometers, horn, etc., it was announced this week. The company will distribute these products in Texas.

PLAN G. M. CLUB
Hartford, Conn., Feb. 22.—Hobart F. Perrin, general manager of the Capitol Buick Company and A. C. Hine, president of the A. C. Hine Company are working to perfect the organization of a General Motors Club termed the Hartford movement, the idea being to gather together all those concerned with the sale and service of General Motors cars and products.

TRAVELING ACCESSORY STORE

Cedar Rapids, Ia., Feb. 22.—A "traveling store," by which three hundred auto supply dealers in eastern Iowa will be supplied with their immediate electrical equipment needs, has been put in service by the Monroe Battery and Electric Corporation, 5th Avenue at 3d Street. The "store," a Graham truck equipped with a special body, will carry complete lines of Monroe electrical and battery supplies.



Every enterprising dealer has formulated an opinion as to what constitutes a good tire franchise. Write today for the Hewitt proposition and you will find that Hewitt Tires and the Hewitt Policy will come pretty close to your highest expectations.

HEWITT RUBBER COMPANY

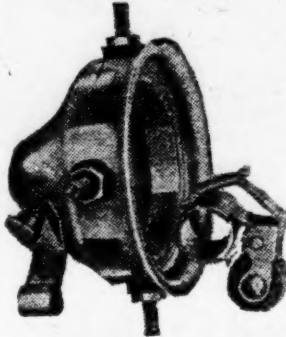
Buffalo.

New York.

New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

TIFFANY TIMER



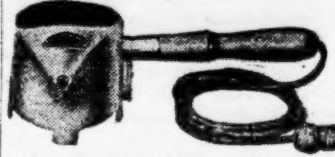
The Tiffany Manufacturing Company, Newark, N. J., is marketing a new timer for Ford cars, trucks and tractors. The roller is pack hardened and the raceway is made of Tiffinite. The contact segments are of steel. It is claimed by the company that the flare shape of the device greatly strengthens the shell, insuring a proper fit and maintaining correct alignment. One-piece bushings go right through the shell, preventing the possibility of shorts around the studs, it is claimed.

The list price is \$1.

PENNZOIL MEETING

Oil City, Pa., Feb. 22.—The annual convention of the sales forces of the Pennzoil Company, manufacturers of lubricating oil and gasoline, was held here three days last

POURING LADLE



A pouring ladle, electrically heated, is being produced by J. Struthers Dunn, Philadelphia. The ladle is built of aluminum. The bottom of the spout is at the bottom of the ladle, so that the last drop runs out without much of a turn, it is claimed. The wooden handle is hollow to keep it cool. The long V-shaped pouring lip makes it easy to pour a thin stream of compound between the battery terminals without touching them, it is stated.

FORM PROTECTIVE ASS'N.

Montpelier, Vt., Feb. 22.—Talking in automobile dealers, accessory handlers, gasoline and garage men in its membership, the Montpelier Automobilemen's Protective Association has been organized with the following officers: President, J. J. Dillon; vice-presidents, Hector Farnham and Joseph G. Abair; secretary, Robert E. Dillon; treasurer, A. D. Hayes.

week, ending on Thursday. A banquet was held Wednesday evening at the Venango Club. About 100 salesmen and distributors were in attendance.

BEARINGS CO. OF AMERICA CHANGES OWNERSHIP

Lancaster, Pa., Feb. 22.—The Bearings Company of America has been purchased by a group of Philadelphia capitalists, who are planning to expand the plant and increase the field of its endeavors.

Frank M. Germane, formerly of the Gilliam Manufacturing Company, and of the Timken Roller Bearing Company, will become president of the new organization to take charge of its business. His headquarters will be in the Bullitt Building, in Philadelphia.

Jack L. Straub will remain with the organization as vice-president in charge of operations.

ALEMITE MEETING

Denver, Col., Feb. 22 (U. T. P. S.).—More than sixty of the sales organization of the Alemite Company in the Rocky Mountain district attended the annual meeting of the Bassick Manufacturing Company of Chicago, which was held here last week.

With the



CARBURETERS

YOU CAN GET
Higher Horse Power
Lower Fuel Consumption
Easier Starting
Greater Flexibility
No Carbon—Monoxide
30 Days Free Trial
Desirable Territory Open
WRITE
JUHASZ-CARBURETER-CORP.
250 WEST 49TH ST., NEW YORK

CURRENT PRICES OF PASSENGER CAR MODELS

AJAX—6-cyl. 108 W. B.	
4 Touring	\$1,450
AUBURN—4-cyl. 120 W. B.	
4 Roadster	\$1,145
4 Touring	\$1,145
AUBURN—6-cyl. Model 66, 120 W. B.	
4 Touring	\$1,395
4 Roadster	\$1,395
4 W. Sedan	\$1,745
AUBURN—8-cyl. 120 W. B.	
4 Roadster	\$1,695
4 Touring	\$1,695
4 Brougham	\$1,795
4 Coupe	\$1,745
BUICK—6-cyl. Standard Six, 114½ W. B.	
4 Touring	\$1,160
4 Roadster	\$1,125
4 Coupe	\$1,275
BUICK—6-cyl. Master 6, 120 W. B.	
4 Roadster	\$1,250
4 Touring	\$1,295
BUICK—6-cyl. 128 W. B.	
4 Roadster	\$1,495
4 Touring	\$1,525
4 Coupe	\$1,795
CADILLAC—Standard, 132 W. B.	
4 Brougham	\$2,995
4 Victoria	\$3,095
4 Coupe	\$3,045
4 Coach	\$2,995
CADILLAC—8-cyl. Custom, 138 W. B.	
4 Phaeton	\$3,250
4 Touring	\$3,250
4 Coupe	\$4,000
4 Sedan	\$4,150
CASE—Model J. I. C. 122 W. B.	
4 Touring	\$1,885
4 Sport	\$2,160
CASE—Model J. 132 W. B.	
4 Touring	\$2,225
CHANDLER—123 W. B.	
4 Touring	\$1,545
4 Roadster	\$1,645
4 Coupe	\$1,695
4 Roadster	\$1,695
CHEVROLET—Superior, 103 W. B.	
4 Roadster	\$1,510
4 Touring	\$1,510
4 Coupe	\$1,510
CHRYSLER—6-cyl. 80, 120 W. B.	
4 Touring	\$2,445
4 Roadster	\$2,645
4 Coupe	\$3,195
CHRYSLER—6-cyl. 112½ W. B.	
4 Touring	\$1,395
4 Coupe	\$1,445
4 Roadster	\$1,625
CHRYSLER—4-cyl. 109 W. B.	
4 Touring	\$1,545
4 Coupe	\$1,545
4 Spec. Road	\$1,545
CLEVELAND—6-cyl. 108½ W. B.	
4 Tour De L	\$1,025
4 Touring	\$1,045
CLEVELAND—6-cyl. 115 W. B.	
4 Touring	\$1,145
4 Sport	\$1,295
4 Coupe	\$1,225
CUNNINGHAM—6-cyl. 132 W. B.	
4 Touring	\$1,150
4 Roadster	\$1,150
CUNNINGHAM—6-cyl. 142 W. B.	
4 Touring	\$1,650
4 Roadster	\$1,650
4 Limousine	\$1,650
DAGMAR—6-cyl. 60, 120 W. B.	
4 Roadster	\$1,985
4 Victoria	\$1,985

DAVIS—6-cyl. Model 93, 100 W. B.	
4 Coupe	\$1,285
4 Sedan	\$1,285
DAVIS—6-cyl. Model 92, 115 W. B.	
4 Phaeton	\$1,395
4 Spec. Touring	\$1,495
4 Roadster	\$1,495
DIANA—6-cyl. 125½ W. B.	
4 Phaeton	\$1,695
4 Roadster	\$1,695
DODGE BROS.—4-cyl. 116 W. B.	
4 Touring	\$1,395
4 Spec. Touring	\$1,495
4 Roadster	\$1,495
DURANT—4-cyl. 109 W. B.	
4 Touring	\$1,100
4 Coupe	\$1,090
ELCAR—4-cyl. 116 W. B.	
4 Sedan	\$1,395
4 Coupe	\$1,395
ELCAR—6-cyl. 116 W. B.	
4 Touring	\$1,395
4 Sedan	\$1,395
4 Roadster	\$1,495
ELCAR—8-cyl. 127 W. B.	
4 Touring	\$2,550
4 Roadster	\$2,550
4 Sedan	\$2,550
FLINT—6-cyl. Model B-60, 115 W. B.	
4 Roadster	\$1,395
4 Coupe	\$1,495
4 Roadster	\$1,495
FLINT—6-cyl. Model E-80, 120 W. B.	
4 Touring	\$1,595
4 Roadster	\$1,595
4 Sport Tour	\$1,595
FORD—4-cyl. Model T, 100 W. B.	
(With starter and demountable rims, Balloon tire equipment \$25 extra)	
4 Roadster	\$290
4 Touring	\$310
4 Coupe	\$310
FRANKLIN—6-cyl. Model 11-A, 119 W. B.	
4 Roadster	\$2,750
4 Touring	\$2,635
4 Coupe	\$2,700
GARDNER—6-cyl. 117 W. B.	
4 Touring	\$1,395
4 Roadster	\$1,395
4 Sedan	\$1,595
GARDNER—8-cyl. 125 W. B.	
4 Touring	\$1,795
4 Roadster	\$1,795
4 Sedan	\$1,795
GRAY—4-cyl. Model G, 104 W. B.	
4 Touring	\$1,595
4 Coupe	\$1,595
HUPMOBILE—6-cyl. 114 W. B.	
4 Touring	\$1,325
HUPMOBILE—8-cyl. Model E, 118½ W. B.	
4 Touring	\$1,945
4 Roadster	\$1,895
4 Coupe	\$2,345
JEWETT—6-cyl. "New Day"	
4 2-Door Sedan	\$1,895
4 Tour De L	\$1,095
JORDAN—8-cyl. 125½ W. B.	
4 Touring	\$2,275
4 Roadster	\$2,275
JORDAN—8-cyl. 116 W. B.	
4 Roadster	\$1,695

KISSEL—6-cyl. Model 55, 121 W. B.	
4 Phaeton	\$1,585
4 Touring	\$1,685
4 Speedster	\$1,795
4 Brougham	\$1,695
4 Coupe	\$1,795
4 Tourster	\$1,795
KISSEL—6-cyl. De Luxe Model 55, 121 W. B.	
4 Phaeton	\$1,785
4 Touring	\$1,885
4 Tourster	\$1,885
4 Speedster	\$2,085
4 Brougham	\$1,885
4 Coupe	\$1,885
KISSEL—8-cyl. Model 75, 137 W. B.	
4 Phaeton	\$1,985
4 Touring	\$2,085
4 Brougham	\$2,085
4 Coupe	\$2,185
4 Tourster	\$2,185
KISSEL—8-cyl. De Luxe Model 75, 137 W. B.	
4 Phaeton	\$2,185
4 Touring	\$2,285
4 Tourster	\$2,285
4 Speedster	\$2,485
4 Brougham	\$2,285
4 Coupe	\$2,285
LINCOLN—8-cyl. 136 W. B.	
4 Touring	\$4,000
4 Phaeton	\$4,000
4 Club Road	\$4,500
4 Sport Tour	\$4,500
4 Coupe	\$4,500
4 Sedan	\$4,500
LOCOMOBILE—6-cyl. "48," 142 W. B.	
4 Sport	\$7,460
4 Phaeton	\$7,460
4 Limousine	\$9,500
4 Roadster	\$9,500
LOCOMOBILE—6-cyl. "90," 138 W. B.	
4 Touring	\$5,500
4 Roadster	\$5,500
4 Coupe	\$6,500
4 Sedan	\$7,300
LOCOMOBILE—Junior Eight, 124 W. B.	
4 Touring	\$1,785
4 Roadster	\$2,150
4 Coupe	\$2,265
M'FARLAN—6-cyl. "S. V." 127 W. B.	
4 Touring	\$2,650
4 Roadster	\$2,650
4 Phaeton	\$2,750
M'FARLAN—6-cyl. "T. V." 140 W. B.	
4 Touring	\$3,600
4 Phaeton	\$3,700
4 Coupe	\$4,000
4 Sedan	\$4,720
M'FARLAN—8-cyl. 131 W. B.	
4 Roadster	\$2,650
4 Touring	\$2,650
4 Phaeton	\$2,750
4 Sedan	\$3,180
MARION—6-cyl. 136 W. B.	
4 Touring	\$3,295
4 Speedster	\$3,295
4 Phaeton	\$3,295
4 Sedan	\$3,295
4 Brougham	\$3,295
4 Coupe	\$3,295
MOON—6-cyl. 128 W. B. (London)	
4 Touring	\$1,985
4 Coupe	\$1,985
MOON—6-cyl. 113 W. B.	
4 Touring	\$1,195
4 Roadster	\$1,195
4 Coach	\$1,195
NASH—6-cyl. Advanced, 121 W. B.	
4 Touring	\$1,340
4 Roadster	\$1,375

NASH—6-cyl. Advanced, 127 W. B.	
4 Touring	\$1,490
4 Victoria	\$1,790
OAKLAND—6-cyl. 113 W. B.	
4 Roadster	\$1,975
4 Touring	\$1,975
4 Coach	\$1,975
4 Coupe	\$1,975
OLDSMOBILE—6-cyl. 110½ W. B.	
4 Touring	\$1,875
4 Coach	\$1,875
4 De Luxe Tr.	\$1,875
OVERLAND—4-cyl. 100 W. B.	
4 Touring	\$1,495
4 Sedan De L.	\$1,495
OVERLAND—6-cyl. 112½ W. B.	
4 Sedan	\$1,895
PACKARD—6-cyl. 126 W. B.	
4 Touring	\$2,585
4 Coupe	\$2,585
4 Sedan	\$2,585
PACKARD—6-cyl. 133 W. B.	
4 Touring	\$2,785
4 Sedan	\$2,785
PACKARD—8-cyl. 136 W. B.	
4 Touring	\$3,750
4 Spt. Touring	\$3,950
4 Roadster	\$3,950
PACKARD—8-cyl. 143 W. B.	
4 Touring	\$3,550
4 Club Sedan	\$3,550
PAIGE—6-cyl. 131 W. B.	
4 Sed. De L.	\$1,670
4 Sedan	\$1,495
4 De L. Sedan	\$1,495
PEERLESS—6-cyl. 126 W. B.	
4 Touring	\$1,895
4 Coupe	\$1,895
PEERLESS—6-cyl. 193 W. B.	
4 Touring	\$1,995
4 Spt. Roadster	\$2,195
PEERLESS—6-cyl. 116 W. B.	
4 Sedan	\$1,595
PEERLESS—6-cyl. 128 W. B.	
4 Sedan	\$2,495
PIERCE-ARROW—6-cyl. "80," 130 W. B.	
4 Roadster	\$2,895
4 Phaeton	\$2,895
4 Touring	\$2,895
4 Coupe	\$3,150
4 4-Door Coach	\$3,150
4 4-Door Coach	\$3,150
PIERCE-ARROW—6-cyl. "33," 138 W. B.	
4 Touring	\$3,250
4 Roadster	\$3,250
4 Touring	\$3,250
4 Coupe	\$3,250
4 Coupe	\$3,250
4 Coupe	\$3,250
PONTIAC—6-cyl. 110 W. B.	
4 Coach	\$1,825
REO—6-cyl. 120 W. B.	
4 Touring	\$1,395
4 Coupe	\$1,495
4 Sedan	\$1,665
RICKENBACKER—6-cyl. 117 W. B.	
4 Phaeton	\$1,750
4 Phaeton	\$1,750
4 Coupe	\$1,750
4 Coupe	\$1,750
4 Coupe	\$1,750

RICKENBACKER—8-cyl. 121½ W. B.	
4 Phaeton	\$2,150
4 Phaeton	\$2,150
4 Roadster	\$2,150
4 Coupe	\$2,150
4 Brougham	\$2,150
ROAMER—8-cyl. Model 88	
4 Touring	\$2,495
4 Sport Tour	\$2,495
4 Speedster	\$2,49

SPRING BUYING BEGINS IN TRUCKS

Light Delivery Types
Top Sales in Most
Centers

MILWAUKEE, Wis., Feb. 22.—The demand for trucks of practically all types felt the approach of the spring construction season during the last week of January and the early weeks of February, according to statements made by local motor truck dealers.

During the week ended February 10 dealers reported a noticeable increase in demand, and now predict a heavy season for these vehicles. Motor buses also will be sold in fairly large numbers in this section this spring, dealers say.

At Reo headquarters the demand for trucks was reported as better during the past week than during the previous week, and considerably better than during the corresponding week a year ago. Light trucks are in greatest demand here, as at the salesrooms of the majority of dealers.

General Motors trucks are experiencing a better demand this year than last, it was stated at the G. M. C. salesrooms, although there has been no noticeable increase in the demand during the past week compared with the preceding week.

Stewart trucks are among those in large demand at the present time, and the local office has been unable to meet all demands for immediate delivery. Many orders have been received here for early spring delivery.

LIGHT TRUCKS SELLING

Topeka, Kan., Feb. 22.—Revived interest is being shown in the truck business here, though the demand for light trucks and commercial delivery stuff is still the biggest part of the business.

It's a bit early for farmer business in heavy duty trucks, and contractors are more interested in used stuff than new, there being a paucity of big public contracts in this section this year.

"There's no let-up in the demand for light delivery trucks," said H. H. Mack of the Moseby-Mack Chevrolet Company, "though it's the passenger trade that's getting most attention now."

"The demand for heavy trucks right now seems to be confined to the used car market," said James Cowdry, of the Cowdry Motors Company, G. M. C. dealer.

CANTON BUSINESS STEADY

Canton, O., Feb. 22.—While there was little improvement the first half of February over the corresponding period of January, prospects for future truck sales in the Canton district are much brighter now than a month ago.

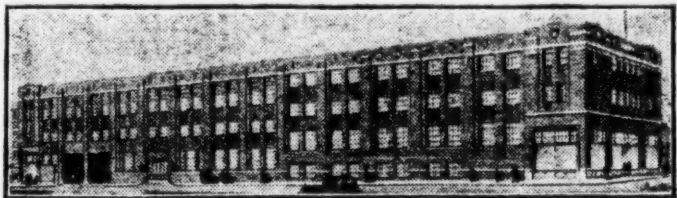
Truck dealers here for the past several weeks have concentrated their efforts on lining up prospects, entertaining them, visiting the factories and appearing before commissions and executive bodies of large contracting concerns.

From all indications the two and a half ton truck will be the leader this spring, this being due to the strict ruling on heavy loads over improved highways in this section. Little call is heard now for the five ton truck.

The three yard body dump truck has been a good seller for some time, it being popular with sand and gravel companies.

Concerns depending on light trucks for delivery look for a very satisfactory business this spring and already a number of

PROPOSED \$300,000 GARAGE to be erected in the downtown district of Youngstown, O., by the John H. Fitch Company. It will have a capacity of 500 cars. The garage company will assume full responsibility for cars and accessories, but not for articles left in the cars.



GEDDES FORECASTS END OF STEVENSON RESTRICTION PLAN

NEW YORK, Feb. 22.—

Sir Eric Geddes, chairman of the Dunlop Rubber Company, who has just arrived on the Cunarder Aquitania on his semi-annual business trip to the plants of his company in Buffalo, predicts that the Stevenson plan for the control of the rubber distribution from the English colonies will be eventually abolished. He said he had not altered his opposition to the plan.

In discussing the general rubber situation, Sir Eric said:—

"The rubber industry is showing improvement in England, but what the trend of rubber will be I cannot say. I look for considerable fluctuation over the next six months. The demand for tires in England is increasing all the time. Our January business this year was larger than that of last year."

"The business situation in England is showing substantial improvement and conditions look better there than at any time since the war. I expect the general business year of 1926 to be a great deal better than last year in all lines of business."

the distributors, particularly Dodge, Ford, Chevrolet and Reo, have booked a lot of business for delivery after March 1.

The White Truck Sales Company here reports business improving and officials of the company are expecting a pick-up in sales after the March 1. This company is putting out a new heavy duty truck.

SOUTH BUYS TRUCKS

Evanville, Ind., Feb. 22.—"Since January 1 a remarkable increase in demand for motor trucks has been noted in the Southern sections of the United States," said W. R. Heilmann, sales manager for the Southern territory Graham Brothers Truck Company, just returned from a territorial canvass. "The demand is well distributed rather than being confined to particular sections, according to Heilmann."

Ill. Bus Operators to Hold Semi-Annual Meet

Springfield, Ill., Feb. 22.—About seventy bus line operators from all over the state will hold the semi-annual meeting of the Illinois Motor Transportation Association in the Hotel Abraham Lincoln here on February 25. Interstate Commerce Commission rulings will be the major topic of discussion. State Senator Harry G. Wright of De Kalb, president of the association, will be in charge of the meeting.

SOUTHWEST ROAD SHOW TO BE FIRST ANNUAL EVENT

Wichita, Kans., Feb. 22.—The first annual Southwest Road Show and School will be held here March 2-5, under the auspices of the Wichita Thresher and Tractor Club, Inc., of this city. The event will consist of addresses and demonstrations by highway officials from southwestern states, as well as exhibits by manufacturers of road-building machinery.

The United States Bureau of Public Roads and the American Road Builders Association will stage exhibits. A. C. George is president of the club and F. G. Weiland is manager. H. P. Peterson is vice-president.

FRENCH FARMERS BOUGHT 5,000 TRACTORS IN 1925

Special from A. D. N. Washington Bureau

Paris, Feb. 22.—Following the overenthusiastic period of 1918-19 the French farm tractor business fell into a hole in 1920, from which it was not expected to emerge.

The scarcity of labor, coupled probably with the desire of the thrifty farmer to invest in something substantial, has caused what seems to be a promising revival. During 1925 a total of 5,000 farm tractors were sold, of which only 1,000 were of French manufacture. The rest, mostly Fordsons, were imported from America. Even conservative authorities here predict that this phase of the motive industry now appears promising.

ENGINEER IN EUROPE

Youngstown, O., Feb. 22.—Samuel Heintz, formerly chief engineer of the Republic Rubber Company here, but who recently became development engineer of the Hood Rubber Company at Boston, has gone to Liverpool, England, to study truck tire development.

CLEVELAND PLANS BUS EXTENSIONS

Cleveland, Feb. 22.—Millions are to be spent by the Cleveland Railway Company in the next five years for service extensions in motor bus operations, according to revelations today by John J. Stanley, president.

"The company's service is to be extended to cover all of Cuyahoga county, and about \$15,000,000 in financing will be needed for the improvements," he said.

First of the extensions will begin operations as soon as the city and the company sign a formal renewal and extension of their service-at-cost agreement. All of the extensions will be motorized, no new traction lines being contemplated, Stanley said. Eventually a fleet of more than 1,000 motor buses will be in use.

Stanley's announcement was illuminating in connection with the publication of the report of the Ohio Motor Bus Operators' Association which showed 1,500 interurban motor buses in operation in Ohio at the close of 1925.

"Today in Ohio one may travel from Lake Erie to the Ohio River and from Pennsylvania to the Indiana state line by bus, every county in the state being supplied with this form of transportation," the report said.

Motor transportation by bus originated in the southeastern part of the state in 1918 where the hills prevented traction operation and trains were few and far between. Now the motor bus has made serious inroads on interurban traction business and forced the shutting down of many of the most important lines.

YOUNG GIVEN ANOTHER OFFICE WITH LUMEN

Buffalo, N. Y., Feb. 22.—Noah F. Young was elected president, general manager and treasurer of the Lumen Bearing Company at a meeting of directors last week. Last year, Mr. Young was elected treasurer, then president, and this year he becomes general manager as well. Other officers are C. H. Bierbaum, vice-president, and Nathaniel K. B. Patch, secretary.

The company was reported to be in good financial condition, and 1925 was said to have been a very good year.

VERMONT LINE SOLD

Rutland, Vt., Feb. 22.—Arthur F. Ward has sold the Ward Bus line, which has operated various routes in this city and suburbs since the discontinuance of trolley cars over a year ago, including the business and equipment to the Flanders Motor Company of this city for \$20,000.

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The prompt acceptance of this modern, up-to-the-minute news and advertising service by all progressive leaders in the industry now is history. Already the AUTOMOTIVE DAILY NEWS is to the industry what the "Wall Street Journal" is to financial America, what "Women's Wear" is to the garment industry, and what the "American Metal Market" and "Daily Metal Trade" are to the steel industry.

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25 City Hall Place, New York, N. Y.

DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING. EMPIRE 3500

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

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Waste Not, Want Not

WE have been accused frequently by foreign nations of being a wasteful people. We are. We have wasted our natural resources like a veritable prodigal son. Our forests have been ruthlessly butchered. Our petroleum reserves have been dipped into until today we are beginning to feel the chill of fear for our future supplies of this basic necessity. Our industries have been wasteful, placing speed ahead of economy. Conditions like these cannot last forever and there is evidence that we are coming to more conservative and frugal methods of living and manufacturing.

For five years the Department of Commerce has been carrying on a campaign aimed at ending waste in our commercial life. In speaking of this campaign, Secretary of Commerce Hoover recently said: "The philosophy that underlies it has but one purpose: that is, to maintain American standards of living for both workers and farmers, to place production on a more stable footing. The high standards of living enjoyed by the American people are the result of steadily mounting per capita productivity. There is only one way to further advance these standards, and that is by improved methods and processes, by the limitation of waste in materials and motion in our production and distribution system."

"Just as twenty years ago we undertook nationwide conservation of our natural resources, so we must today even more rigorously sustain this campaign of better nation-wide utilization of our industrial resources and effort. More especially is this the case in view of the many complex forces which have arisen from the war, and particularly the difficulty of maintaining our situation as against the competition of a world of lower standards overseas."

The automotive industry has as little to apologize for as any industry in this country with regard to waste, particularly waste of effort. Our industry has brought mass production to perhaps the highest point it has yet achieved. In other branches of our industrial endeavors we are not quite so far advanced. Distribution is still expensive and not entirely efficient. Advertising has not yet reached the perfection of effort and result. The service branch of the industry, in spite of really important improvements, still has opportunities for eliminating waste.

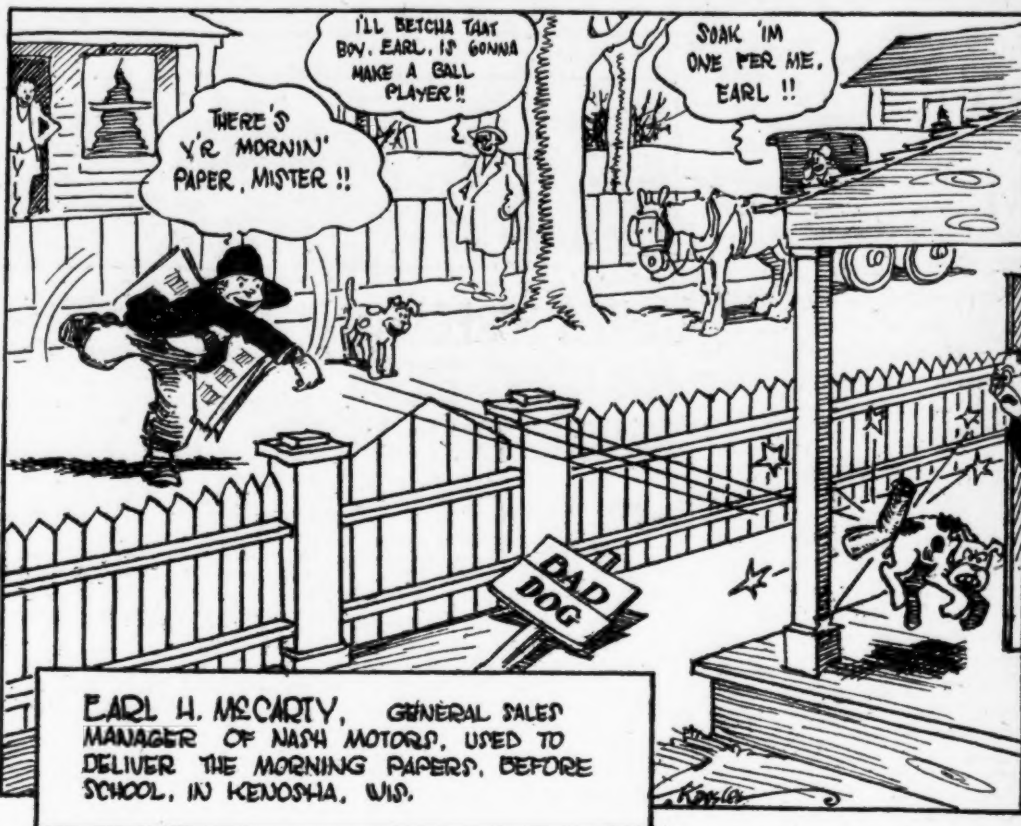
This elimination of waste may appear to the individual to be an academic problem which does not touch him personally. False doctrine. Waste is that part of industry which decreases returns. It decreases the very portion of the returns which might be used in increasing salaries, wages and dividends. Yes, indeed, waste has a personal application to you and to me and to every man in every branch of the automotive industry and our duty lies plain—to war on waste wherever and however we find it.

A Florida jobbing concern has had a very prosperous year, and to show its appreciation of its employees' co-operation to that end, has presented each of them with a check for a year's pay. The General Motors Company recently presented its employees with a sum which totaled many millions of dollars. Pity the poor downtrodden slaves of the automotive industry!

Our Own Automotive Family Album—

The Boyhood Days of Our Industry's Leaders

By Kessler



Start Disc Wheel Suit in Germany

Washington, Feb. 22.—An American wheel company, whose name is withheld, is having a legal battle in Germany over the rights to the Napier patent in connection with disc wheels, the Department of Commerce made known today.

If a lawsuit is successful, cars equipped with wheels manufactured by the American firm will have no difficulty entering Germany. They will have to deal with the holder of the Napier patent and pay \$1.50 per wheel, or \$7.50 for a car equipped with one spare.

Likewise if American firms do not wish to obtain a license at this cost, they may purchase detachable wheels from companies already licensed under the patent. However, it is possible that the suit will take some time to be decided, the report states, and American companies will have plenty of time to make a decision regarding their policy.

SEEK U.S. REPRESENTATION AT FRANKFORT AUTO SHOW

Washington, Feb. 22.—The management of the international motor show to be held at Frankfort, Germany, April 3 to 14 is making an effort to enlist the representation of American automobile manufacturers.

Registration blanks and literature are being forwarded direct to American manufacturers, the Department of Commerce was advised today.

The German Manufacturers' Association recently announced that it was not in favor of exhibiting at local merchandising fairs, and that it even denounced an exhibition of German motor vehicles at the Leipzig spring fair, although it recognized Leipzig as the largest international merchandising fair held in Germany.

DETROIT F. C. STARTS NEW AIRCRAFT PUBLICATION

Special from A. D. N. Detroit Bureau
Detroit, Feb. 22.—Air Craft, "The Voice of Aeronautical Detroit," made its appearance on Detroit news stands this week. The publication, which has been designated as the official publication of the Detroit Flying Club, will be published every other Thursday.

Out on the Coast

By JOHN WETMORE

Los Angeles, Feb. 22.—That with the coming of the new year there was no let-up in the big automobile buying boom that has blessed the Southland since early last spring, was the good news that greeted early trade arrivals for the opening of the Los Angeles show Saturday.

The new year started with a 38 per cent. gain in new passenger car registrations over the opening month of 1925 in southern California, according to Motorfax, Southland's statistical daily. Registration for January having reached a total of 6,934, a gain of 1,970 sales over 1925.

Sales of more than 100 automobiles were made by the fifteen makes, as follows:—

	Jan. 1926	Jan. 1925
Ford	2499	1575
Chevrolet	712	429
Dodge Brothers	533	423
Buick	464	228
Studebaker	265	234
Essex	242	237
Hudson	238	232
Chrysler	220	109
Jewett	184	73
Oakland	169	64
Star	165	106
Overland	158	123
Hupmobile	146	37
Nash	143	112
Oldsmobile	123	60

January's registrations, however, showed a drop of some 3,500 from December's big figures, which were a record for that month.

ROBERTS BACK HOME

Chicago, Feb. 22.—J. R. Roberts, owner of Roberts Motor Sales, 6050 Cottage Grove Ave., Overland and Willys-Knight dealer, has just returned from a brief vacation at Hot Springs, Ark.

Stinson Describes One-Man Biplane

Detroit, Feb. 22.—Aviators were out in force at the luncheon of the Detroit Flying Club, held this noon, to hear Eddie Stinson talk. Stinson is the designer of a four passenger biplane, cabin type, which has a number of unique features.

The aim in the new plane has been to do away with the necessity of carrying a mechanic. There is an electric self-starter and the wheels are fitted with individual brakes. When the plane taxis on the ground, it can be steered by proper manipulation of the brakes, releasing the right wheel brake to make a left hand turn and vice versa.

The rudder also, of course, aids in ground steering. In making a landing, use is also made of the brakes. Tests have shown that the plane can be brought to a stop from a landing speed of forty-five miles per hour in three seconds, or within a distance of sixty feet. If in common practice, 50 per cent. of this result can be secured, of course a long step forward in commercial aviation will have been made.

GREENVILLE HOLDS THREE DAY AUTOMOBILE SHOW

Greenville, S. C., Feb. 22.—The Greenville automobile show was staged in Textile Hall, here, Thursday, Friday and Saturday of last week.

The members of the executive committee in charge of the event were Knox L. Haynesworth, Knox L. Haynesworth Motor Company; Browning Goldsmith, Franklin-Greenville Company, and the Carolinas Jordan Company; Martin Bridges, Old Hickory Garage; Eugene B. Smith, Eugene B. Smith Motor Company; Herbert H. Simon, Simon Auto Company.

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Financial News of the Automotive Industry

PAIGE-DETROIT NET IN 1925 UP 53 P. C.

Total of \$2,437,866
Compares With \$1,-
588,086 Year Before

DETROIT, Feb. 22.—The report of the Paige-Detroit Motor Car Company for the calendar year 1925, which stockholders will receive tomorrow, discloses that the net earnings for the period were \$2,437,866, against \$1,588,086 in 1924. This represents an increase of 53 per cent.

Sales of cars and parts totaled \$62,763,787, the number of vehicles being 39,114. This was an increase of 4,574, or 13.2 per cent. over the cars sold in 1924.

After preferred dividend requirements, the company earned \$3.37 a share on the 676,474 shares of no par value common stock outstanding.

The company is in a strong financial position, with \$1,359,54 in cash and \$5,579,743.07 in inventories. The company retired during the year debenture notes totaling \$1,500,000, of which \$500,000 were retired in advance of their maturity, June 1, 1926. Of the total issue only \$571,000 are in the hands of the public at the present time.

Preferred dividends of \$153,014 and common dividends of \$905,357 were paid. The common stock dividend rate was increased from \$1.20 to \$1.80.

Vesta Battery Net \$23,089 Last Year

Chicago, Feb. 22.—Net earnings of the Vesta Battery Corporation in 1925 were \$23,089, equivalent to 10 cents a share on the 30,000 shares of common now outstanding after the deduction of preferred dividends, as compared to 1924 earnings of \$41,043, or 51 cents a share on the basis of the present \$10 per common. The total volume of business in 1925 fell about \$60,000 short of the 1924, but sales, expenses and operating costs were cut better than \$40,000.

Vesta's working capital position is little changed. The ratio of current assets to liabilities is slightly better than 4 to 1, while net working capital totaled \$375,363, as compared with \$419,665 at the end of the previous year. The only other change of particular note in the balance sheet is a further reduction in the preferred stock, bringing the total outstanding to \$272,400, as compared to \$328,100 at the end of 1924.

Goodrich Earnings Equal To High Level of 1925

Akron, O., Feb. 22.—The unusual earnings which the B. F. Goodrich Company showed last year are being equaled so far this year, due to a continued high tire demand, plus an unexpectedly high sale in their footwear department and average sales in the mechanical goods.

Last year the earnings for the company in the first six months were only around \$7,100,000, the bulk of the business being done in the last six months, which amounted to \$9,600,000. It was believed at the beginning of the 1926 season that the major rubber companies would have to operate on a lower margin of profit than last year, but the unusually large sale of footwear caused by the heavy and continued fall of snow all over

Timken Detroit Axle Resumes 6% Dividend

Detroit, Feb. 22.—Resumption of the 6 per cent. dividend on the common stock of the Timken Detroit Axle Company, omitted since 1921, is announced by Fred Glover, president. Net earnings for 1925, after taxes and depreciation, amounted to \$1,382,065. The first quarterly dividend is payable April 1. Lowered production costs are reported as being largely responsible for the resumption of the common dividend. During the year preferred dividends totaling \$305,283 were paid, and preferred stock to the value of \$176,000 was retired.

BENDIX PROFITS LARGER IN 1925

Earnings Regarded as Highly Satisfactory Considering Outlays

Chicago, Feb. 22.—Net earnings of the Bendix Corporation in 1925 more than covered dividend requirements of \$130,000 on the 65,000 shares of Class A stock, according to Vincent Bendix, president. Mr. Bendix declined to make any more definite statement until the audit has been completed. The management is optimistic over the 1926 outlook.

Last year's showing is called highly satisfactory in view of the heavy expenditures for advertising, plant expansion and sales expense incident to familiarizing the public and manufacturers with Bendix brakes. Nearly all of the income from the brake department was absorbed in the program of bringing plant capacity up to demand. It is understood. Royalties from the Bendix drive were sufficient for the dividend disbursements.

It was not until the late fall of 1925 that the company started the manufacture of brakes in any great volume, and now the prospects are very bright, Mr. Bendix states. The company's product was very favorably received at the recent automobile shows and the company now has contracts to supply brakes as standard equipment on a long line of cars.

Among the items that have cut into profits materially, disregarding the heavy outlay for advertising, is that of equipping cars with the four wheel brakes for tests. The company has made a practice of installing brakes for this purpose without cost and this policy has been very successful in adding business, Mr. Bendix states, and will be reflected for the first time in 1925 earnings.

RANGE OF AUTOMOTIVE STOCKS

High	Low	Div.	Stock	High	Low	Close	Net Ch'g.
110	109	9	Advance Rumely	1,500	1,475	1,475	—
16	15	3	Ajax Rubber	2,700	2,600	2,600	—
62 1/2	62 1/2	6	Allis-Chalmers	7,500	7,400	7,400	—
94 1/2	94 1/2	9	do pf	400	390	390	—
34 1/2	34 1/2	1	Am Bosch Magn	5,100	5,000	5,000	—
15 1/2	15 1/2	1	Am-La France	4,300	4,200	4,200	—
37 1/2	37 1/2	3	Briggs Mfg Co	8,400	8,300	8,300	—
49 1/2	49 1/2	3	Chandler Motor	3,600	3,500	3,500	—
54 1/2	54 1/2	4	Chrysler Corp	63,900	63,800	63,800	—
108	104 1/2	8	do pf	100	95	95	—
15 1/2	15 1/2	80	Continental Motors	11,500	11,400	11,400	—
42 1/2	42 1/2	7	Dodge Bros A	55,500	55,400	55,400	—
88 1/2	88 1/2	7	Dodge Bros pf	8,400	8,300	8,300	—
32 1/2	32 1/2	2	Eaton Axle & Spr	19,800	19,700	19,700	—
82 1/2	82 1/2	6 1/2	Elec Auto Lite	1,500	1,400	1,400	—
79 1/2	79 1/2	6	Elec Stor Battery	8,000	7,900	7,900	—
23 1/2	23 1/2	2	Emerson-Brant	2,400	2,300	2,300	—
21 1/2	21 1/2	64	do pf	1,400	1,300	1,300	—
105 1/2	105 1/2	5	Fifth Ave Bus	2,300	2,200	2,200	—
26 1/2	26 1/2	1	Fisher Body	14,800	14,700	14,700	—
115 1/2	115 1/2	7	Flak Rubber	20,100	20,000	20,000	—
102 1/2	102 1/2	3 1/2	do 1st pf	1,300	1,200	1,200	—
25 1/2	25 1/2	2	Gabriel Snubber	5,500	5,400	5,400	—
131 1/2	131 1/2	12	Gardner Motor	900	890	890	—
99 1/2	99 1/2	6	General Motors	193,200	193,100	193,100	—
115 1/2	115 1/2	7	do pf	100	99	99	—
102 1/2	102 1/2	6	do pf	1,300	1,200	1,200	—
25 1/2	25 1/2	2	Glidden Co	6,400	6,300	6,300	—
70 1/2	70 1/2	4	Goodrich	16,200	16,100	16,100	—
100 1/2	100 1/2	7	do pf	200	199	199	—
109 1/2	109 1/2	7	Goodyear T & Rub	1,700	1,600	1,600	—
107 1/2	107 1/2	3 1/2	do pf	1,300	1,200	1,200	—
123 1/2	123 1/2	3 1/2	Havens Wheel	2,600	2,500	2,500	—
28 1/2	28 1/2	1	Hudson Motor Car	331,400	331,300	331,300	—
66 1/2	66 1/2	3	Hupp Motor Car	10,300	10,200	10,200	—
21 1/2	21 1/2	1	Indian Motorcycle	100	100	100	—
126 1/2	126 1/2	6	Jordan Motor Car	134,500	134,400	134,400	—
2 1/2	2 1/2	1	Kelly-Springfield	7,300	7,200	7,200	—
159 1/2	159 1/2	6	do 8a pf	300	290	290	—
111 1/2	111 1/2	7	Kelsey Wheel	1,300	1,200	1,200	—
21 1/2	21 1/2	2	Key-T & R	4,300	4,200	4,200	—
31 1/2	31 1/2	2	Le Rub & Tire	1,300	1,200	1,200	—
37 1/2	37 1/2	3	Mack Trucks	55,600	55,500	55,500	—
31 1/2	31 1/2	2	do 1st pf	500	490	490	—
37 1/2	37 1/2	2	Martin Parry	800	790	790	—
31 1/2	31 1/2	2	Marlin Rockwell	200	190	190	—
60 1/2	60 1/2	3 1/2	Moore Motors	119,000	118,900	118,900	—
38 1/2	38 1/2	2 3/4	Motor Wheel Corp	109,000	108,900	108,900	—
15 1/2	15 1/2	10	Mullins Body	500	490	490	—
64 1/2	64 1/2	17	Murray Body	202,000	201,900	201,900	—
21 1/2	21 1/2	12	Nash Motors	1,000	990	990	—
43 1/2	43 1/2	35	Omnibus Corp	528,000	527,900	527,900	—
28 1/2	28 1/2	1 80	Packard Motor Car	176,000	175,900	175,900	—
43 1/2	43 1/2	35 1/2	Paige-Detroit Motor	108,000	107,900	107,900	—
108 1/2	108 1/2	84	Pierce-Arrow	481,000	480,900	480,900	—
10 1/2	10 1/2	8 1/2	do pf	2,400	2,300	2,300	—
32 1/2	32 1/2	6	Reynolds Spring	1,600	1,500	1,500	—
92 1/2	92 1/2	6	Stearns Motor Car	2,300	2,200	2,200	—
77 1/2	77 1/2	6	Stew-Warner Speedom	259,000	258,900	258,900	—
59 1/2	59 1/2	6	Stromberg Carburetor	400	390	390	—
56 1/2	56 1/2	4	Studebaker Co	77,800	77,700	77,700	—
86 1/2	86 1/2	4	Timken Roller Bear	31,900	31,800	31,800	—
109 1/2	109 1/2	109 1/2	U S Rubber	109,900	109,800	109,800	—
90 1/2	90 1/2	4	do 1st pf	1,300	1,200	1,200	—
34 1/2	34 1/2	4	White Motors	53,200	53,100	53,100	—
99 1/2	99 1/2	7	Willis-Overland	80,700	80,600	80,600	—
32 1/2	32 1/2	75	do pf	5,200	5,100	5,100	—
96 1/2	96 1/2	175	Yellow C & T B	13,200	13,100	13,100	—

Sales	Stocks	High	Low	Last	Ch'g.
1000	Auto	65 1/2	65 1/2	65 1/2	—
12200	Dur Mot	12 1/2	12 1/2	12 1/2	—
3900	Fag M C	8 1/2	8 1/2	8 1/2	—
1300	Fed M T Co	44 1/2	44 1/2	44 1/2	—
5300	FT&RT	99 1/2	99 1/2	99 1/2	—
750	Fek R 1	111 1/2	111 1/2	111 1/2	—
1800	do stpd	85 1/2	85 1/2	85 1/2	—
60	Ford M Cn	61 1/2	61 1/2	61 1/2	—
700	Frank M Co	32 1/2	32 1/2	32 1/2	—
125	do 7 1/2	86 1/2	86 1/2	86 1/2	—
5500	Goody T & R	34 1/2	34 1/2	34 1/2	—

(The above table shows last week's stock movement, complete.)

Current Commodity Prices

New York, Feb. 22.—A slight improvement is reported in the demand for United States Motor gasoline. Jobbers are inquiring for spring contracts, but are having difficulty in finding sellers at 12 1/2 cents beyond delivery over the next thirty days. The steel market shows no change, either as to price or demand.

STEEL PRODUCTS	IRON AND STEEL SCRAP
Semi-Finished—Gross Tons	(Buying prices, f. o. b. New York)
Billets, re-rolling	Heavy melting steel
Billets, forging	Machine shop turnings
Steel bars (hot rolled)	Cast iron borings
Plates (hot rolled)	No. 1 cast scrap
Blue annealed sheets	
Black sheets	
Auto body	
Bands	
Cold rolled strip	
Hot rolled strip	
Pig Iron, Basic	
Valleys	
Eastern Pennsylvania	

MILL PRODUCTS	SEAMLESS TUBING	RODS	OLD METALS
Base prices, cents per pound, f. o. b. mill			
High brass sheets			
Copper, in rolls			
Zinc, spot, New York			
Lead, spot, New York			
Aluminum, virgin 98a99%			
High brass			
Copper			
High brass (round 1/2 to 2 1/2 in.)			
Copper, rods, round			

OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. New York:—

Heavy machinery com.	9½a9½	11a11½
New brass clippings	8a9½	10½a10½
Old radiators	6¾a7¾	8a8¾
Brass, heavy	7½a7½	8½a8½
Brass, light	6¾a7¾	7½a7½

RUBBER MARKET

Plantations—	Bid	Asked
First latex crepe, spot	60	61
February-March	61	61½
April-June	59	60
Ribbed Smoked Sheets, spot	59	60
February-March	59	60
April-June	58	58½

THE NEW

ESTABLISHED

250 West 57th St.

AUTOMOTIVE

FISHER 9 MONTHS' NET IS \$21,929,529

Profit for Quarter Ended January 31 Shown
As \$8,484,124

NEW YORK, Feb. 22.—The report of the Fisher Body Corporation and subsidiaries for the quarter ended January 31, 1926, shows a net income of \$8,484,124, after depreciation, interest and Federal taxes. This is equivalent to \$3.53 a share on 2,400,000 shares of \$25 per common stock, and compares with \$8,238,400, or \$2.36 a share, in the previous quarter, after allowing for preferred dividends of the Fisher Body Ohio Company. The net in the quarter ended January 31, 1926, totaled \$2,307,187, or 89 cents a share.

The company's net income in the nine months ended January 31, 1926, totaled \$21,929,529, which is equivalent to \$9.05 a share, comparing with \$7,181,556, or \$2.79 a share in the corresponding period a year before. The consolidated income account for the quarter ended January 21, 1926, compares as follows:—


1926	1925
Net after deprec.	\$10,035,853
Interest	293,805
Federal taxes	1,257,924
Net income	\$8,484,124
Net after deprec.	\$25,887,407
Interest	754,461
Federal taxes	3,203,407
Net income	\$21,929,529

British Expect Rubber Shortage

London, Feb. 22.—Eric Miller, chairman of Harrisons & Crosfield, secretaries for fifty-five large rubber estates, anticipates a rubber shortage by 1928. He figures that enough additional rubber can be shipped in the next two years to meet the demand if it continues as it has over the last fifteen years to increase 13 per cent. each year. Mr. Hoover has estimated the increase in annual consumption at 6 per cent. The British rubber growers and dealers are inclined to share Mr. Hoover's opinion that "a rubber shortage is likely to be felt by 1928 or 1930 and may lay a heavy burden on the consumer."

Steel Production and Demand Hold Up Well

Pittsburgh, Feb. 22.—Steel production continues at a satisfactory level. Buying is holding up well, demand from automobile builders being an important factor in maintaining the present basis of operations. No changes of consequence have been noted in the price situation.



J.H. NEWMARK, Inc.

250 West 57th Street, New York City

AUTOMOTIVE ADVERTISING

Dealer Activities

VETERAN COAST DEALER TO SELL LINCOLN CARS

Los Angeles, Feb. 22.—J. L. Maddux, veteran automobile merchant, head of Maddux, Inc., announces the appointment of his firm as a Lincoln dealer. A large sales and service building will be constructed on West Figueroa and will be ready for use within sixty days. James Kane, with the Ford Motor Company for many years, has been named sales manager.

ORGANIZE NEW CHRYSLER SALES COMPANY

Memphis, Tenn., Feb. 22.—R. W. Hartwell, for the past two years factory representative for the Chrysler Sales Corporation in the Memphis territory, has just opened the R. W. Hartwell Motor Company, metropolitan dealer under the Service Motor Company, handling Chrysler cars. Mr. Hartwell is president and general manager of the new concern and has associated with him William G. Hyatt, formerly used car manager for the Service Motor Company, as sales manager and T. Richard Cain, Chrysler salesman, as secretary-treasurer. The new company will be located at 395-99 Monroe Ave.

OPEN NASH DEALERSHIP AT MECHANICSBURG, PA.

Harrisburg, Pa., Feb. 22.—E. E. Barner, former manager of the Economy Motor Sales Corporation, Star and Durant dealer, has just resigned his position to go into business for himself. He has

opened a Nash dealership in Mechanicsburg, Pa., under the supervision of the Myers Motor Sales Company, distributor for Dauphin and surrounding counties.

TAKE OVER STUDEBAKER LINE AT MEDFORD, ORE.

Medford, Ore., Feb. 22 (U. T. P. S.).—Huggins & Robinson, Inc., have succeeded Hittson Motors here as dealers for the Studebaker line. C. T. Huggins, president of the firm, also announces that branches will be conducted at Ashland, Ore., and Grants Pass, Ore. The Park Garage will act as sub-dealer at Ashland and Otto Goss-wick will be in charge of the dealership at Grants Pass. Other lines handled by this company are Rickenbacker and Oldsmobile.

USED CAR EXCHANGE IN JERSEY OPENS BRANCH

Paterson, N. J., Feb. 22.—The Paterson Dealers' Used Car Exchange of 166 Van Houten St., this city, has just opened a new branch showroom at 934 Main Ave., Clifton. The exchange is operated by the dealers here.

NEW TRUCK DEALERSHIP OPENED IN NEW ORLEANS

New Orleans, La., Feb. 22.—George Broussard, formerly of the New Orleans sales staff of the White Company, and Ernest Y. Barringer, until recently with the Overman Cushion Tire Company, have just formed the Federal Trucks Distributing Company, to handle the new Federal-Knight truck. Their salesroom is 3929 Carrollton Ave.

DEALER IN ALTOONA, PA., TAKES ON REO LINE

Altoona, Pa., Feb. 22.—The G. M. S. Motor Company at 864-66 19th St. has just been appointed local dealer for Reo speed wagons and passenger cars. The firm is composed of R. P. Good, H. G. Mock and E. L. Shellenberger. The latter serves as sales manager.

Improvements

TO BUILD \$60,000 HOUSE

Port Arthur, Tex., Feb. 22.—Construction of a new \$60,000 building will be started here soon for the Smith-May Motor Company. It will be one-story high, with a 100-foot front.

FLINT BRANCH TO MOVE

Kansas City, Feb. 22.—The Kansas City Flint Company, factory branch here of the Flint Motor Company of Flint, has just rented new and larger quarters in the Hall Building, at the southeast corner of 26th Street and Grand Avenue.

NASH-AJAX DEALER MOVES

Chicago, Feb. 22.—The South Side Auto Sales, dealer in Nash and Ajax automobiles, until now located at 1115 East 63d St., has just moved into its new building, one of the most finely equipped automobile service stations in Chicago, located at 1210 East 63d St. It has 10,000 square feet of floor space. S. D. Rubenstein, general manager, and his brother, I. R. Rubenstein, are partners in the concern, which has been operating in Woodlawn nine years.

Personal Items

PEEK GOES TO HOUSTON

Houston, Tex., Feb. 22 (U. T. P. S.).—R. W. Peek, formerly connected with the Chevrolet branch at Dallas, has just come here to take over the wholesale activities of the Chevrolet Motor Company in this district, looking after distribution in South Texas. His headquarters will be with the Central Chevrolet Company.

CROXALL AND ROSE WIN

Los Angeles, Feb. 22.—The Howard Automobile Company, Buick distributor, has just awarded watches to the two salesmen of its retail organization leading in 1925 sales. E. Z. Croxall and Jack Rose were the high men.

RHYS LEWIS EVANS

Akron, O., Feb. 22.—Funeral services were held here for Rhys Lewis Evans, who was widely known for his work in the research department of the Goodyear Tire and Rubber Company, where he had been employed for many years. His death followed an illness of two weeks.

GANEY IS PROMOTED

Chicago, Feb. 22.—Daniel R.

Ganey has just been made sales manager of Triangle Motors, Inc., Lincoln dealer, at 2229 Michigan Ave.

ACKERMAN IN NEW POST

Seattle, Feb. 22.—D. V. Ackerman, formerly for ten years with the Chansler & Lyon Company, whose credit manager he was, has just accepted the position of educational director of Washington Trades Association. He was connected with the Seattle Automotive Trades Association in 1915.

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FOR SALE

FOR SALE—Patent for tire spreader that is different than others, easier to operate and can be manufactured and sold at a reasonable price. Geo. W. Humfrey, 1093 W. Court, Flint, Michigan.

Fire Losses

\$50,000 BLAZE IN GARAGE

Chicago, Feb. 22.—Fire destroyed 50 automobiles and caused an estimated property loss of \$50,000 in the 200-car Columbus Park Garage, 5817-23 West Madison St., when it completely demolished the interior of the building. A. Paganucci is owner of the garage.

ROBERT D. MAXWELL CO.

DISTRIBUTORS FOR SAN DIEGO COUNTY
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SAN DIEGO, CALIFORNIA

November 28, 1925.

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